

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAUFORM
SA-5132A**2002 SERVICE ANNUAL SURVEY**
CABLE NETWORKS AND PROGRAM DISTRIBUTION**DUE
DATE** ➔**NOTICE** — Your report to the Census Bureau is **confidential** by law (Title 13, U.S. Code). It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. The law also provides that copies retained in your files are **immune from legal process**.**RETURN COMPLETED FORM TO****U.S. CENSUS BUREAU**
1201 East 10th Street
Jeffersonville, IN 47132-0001Any questions call
1-800-772-7851 weekdays,
8:30 a.m. to 5:00 p.m. EST138 SAS_I
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(Please correct any error in name, address, or ZIP Code)

YOUR RESPONSE IS REQUIRED BY LAW. Title 13, U.S. Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the Census Bureau.**Item 1 SURVEY COVERAGE**

This report covers all domestic locations operated by your company and its subsidiaries primarily engaged in operating studios and facilities for the broadcasting of cable programs on a subscription or fee basis. These locations produce programming in your company's facilities or acquire programming from external sources. The programming material is usually delivered to a third party, such as cable systems or direct-to-home satellite systems, for transmission to viewers.

Does the above coverage describe this firm's business activity?

0001

1 ☐ Yes — Continue with Item 32 ☐ No — Specify your business activity and continue with Item 3 ➔

0002

Item 2 NOT APPLICABLE TO THIS FORM**Item 3 REPORT PERIOD**

Mark (X) the one box which best describes the period covered by your report.

0006

1 ☐ Calendar year — Go to Item 4A

If the data reported are for a period other than the "calendar year," please enter the beginning and ending dates.

2 ☐ Fiscal year3 ☐ Less than 12 months } ➔**From****To****2002**

Month Day Year

0007

0008

Item 4A	REVENUE	An estimate is acceptable if a book figure is not available.	Key code	2002			
				Bil.	Mil.	Thou.	Dol.
<p>See the attached "General Instructions" sheet before completing this section.</p> <p>Enter "0" in items where applicable.</p> <p>Do not combine data for two or more detail lines.</p> <p>Exclude Intracompany revenue or transfers.</p> <p>Line 1 – System operators and program providers – Report net advertising revenue. Exclude commissions paid to agency representatives and brokers, but include trade-outs and barter, and political advertising revenue.</p> <p>Line 2 – Program providers – Report revenue from providing television and musical programming, usually an entire channel, to programming distributors such as cable, direct-to-home satellite, and multipoint distribution service operators.</p> <p>Line 3 – System operators – Report subscription fees received for basic and non-premium service tier from residential and commercial customers. Include revenue from start-up and reconnect fees.</p> <p>Line 4 – System operators – Report revenue from premium services, such as movie channels.</p> <p>Line 6 – System operators – Report revenue from providing cable installation services.</p> <p>Line 8 – System operators – Report all other program distribution related revenue, such as service charges, interactive programming, etc.</p> <p>Line 9.a – System operators – Report revenue from internet access and cable modem service.</p> <p>Line 9.d – System operators – Report revenue from all other communication services.</p> <p>Line 10 – System operators and program providers – Report other operating revenue. Exclude non-operating revenue such as income from investments, the sale of securities, real estate, etc.</p> <p>Note — If the amount reported on line 10 is greater than 20 percent of the total operating revenue reported in line 11, indicate the source of this revenue in the "Remarks" section on page 5.</p>	1. Air Time – (i.e. net advertising revenue)	748					
	2. Specialty programming service (i.e., program revenue)	814					
	Cable systems and multichannel video distribution (MVPD) revenue						
	3. Basic programming package (including expanded basic programming)	815					
	4. Premium cable programming packages	817					
	5. Pay-per-view services	816					
	6. Program distribution installation services	818					
	7. Program Distribution equipment sales and rentals (including decoders, satellite dishes, etc.)	1221					
	8. Other Program distribution related services	819					
	9. Communication service revenue						
	a. Internet access services	821					
b. Basic fixed local telephony	822						
c. Basic fixed long-distance telephony	828						
d. Other communication services	824						
10. Other operating revenue		749					
11. TOTAL OPERATING REVENUE		002					

Item 4B	PERCENTAGE BREAKDOWN OF REVENUE			
For 2002, report the percentage of cable systems and multichannel video distribution (MVPD) revenue (sum of lines 3–8 above) by type of customer.	Residential	Business	Public	TOTAL
	1257	1258	1259	
Cable systems and multichannel video distribution revenue →	%	%	%	100%

Item 4C	E-COMMERCE RECEIPTS/REVENUE				
Report sales and receipts from any transaction completed over an Internet, extranet, EDI network, electronic mail or other online system. Transactions are agreements between buyers and sellers to transfer ownership of, or rights to use, goods or services. Payment for these goods and services may or may not be made online. Please see the General Instruction sheet for further clarification before completing this item.					
An estimate is acceptable if a book figure is not available.					
1. Did your firm have e-commerce receipts/revenue during 2002?					
0011	1	Yes — Enter the date your firm began e-commerce sales.	0010	Month (i.e., June=06)	Year (i.e., 2002=02)
2		No — Continue to Item 4D.			
2. What was your firm's e-commerce receipts/revenue for 2002? (Include e-commerce receipts/revenue in Item 4A. Exclude sales taxes.)					
			Key code	2002	
				Bil.	Mil.
			005	Thou.	Dol.

Item 4D	PAYROLL AND OTHER OPERATING EXPENSES	An estimate is acceptable if a book figure is not available.	Key code	2002			
				Bil.	Mil.	Thou.	Dol.
<p>Except where indicated, report costs incurred during 2002, even though payments may have been made at a later date. Exclude sales or other taxes collected from customers and paid directly to a taxing authority.</p> <p>See the enclosed General Instruction sheet before completing this section.</p> <p>Enter "0" in items where applicable.</p> <p>Do not combine data for two or more detail lines.</p> <p>Line 1 — Report on a cash basis, the gross earnings paid to employees prior to deductions. If an unincorporated concern, exclude payments to proprietors or partners.</p> <p>Line 2 — Report on a cash basis, employer's cost for legally required programs actually paid during the year, such as Social Security, workman's compensation insurance, unemployment tax, and state disability insurance programs; and employer's cost for programs not required by law such as pension plans, stock purchase plans, union-negotiated benefits, life insurance benefits, and insurance premiums for hospital and medical plans. Report the amounts actually contributed.</p> <p>Lines 3 — Report the cost of contract employees who are not on your company's payroll, but are supplied through a contract with another company to perform specific jobs and where your company provides day-to-day supervision (e.g. leased employees, temporary help, contract laborers). (Thus, security and janitorial services, for example are excluded if supervision is conducted by the supplying companies.)</p> <p>Line 4 — Program and production costs include talent and music license fees, the value of bartered programming, and all other costs of programming and production. Exclude payroll and employer contributions to employee benefit programs.</p> <p>Line 5 — Include depreciation on buildings, offices, structures and communication systems. Also include vehicles, machinery, equipment and other tangible assets. Report depreciation on assets obtained through capital lease agreements, leasehold assets, and amortization of intangible assets (i.e., goodwill, patents, copyrights, etc.). Report assets you lease to others under an operating lease agreement. Exclude depreciation on assets leased to others under a capital lease agreement. Do not adjust for the value of depreciable assets sold or traded for replacement purposes.</p> <p>Line 6 — Include lease and rental payments on buildings, offices, and structures; communication systems; vehicles; and other machinery and equipment. Exclude payments by your firm to the parent company or organization (or any of its subsidiaries) for use of assets owned by them. Also exclude installment payments for assets obtained through capital lease agreements. Exclude lease and rental payments for computer software.</p> <p>Line 7 — Include repair cost on buildings, offices, and structures; communication systems; vehicles; other machinery and equipment. Exclude repair costs included as part of a lease or rental agreement, improvements for which depreciation accounts are maintained, and repairs performed by employees of your company and its subsidiaries.</p> <p>Line 8 — Report the cost of purchased communications, including telephone, fax, Internet, connectivity, or other communication services.</p> <p>Line 9 — Report on line 9a, the cost of purchased electricity. On line 9b, report the cost of other purchased utilities (e.g., water, sewer, refuse removal, fuel for heating, etc.)</p> <p>Line 10 — Report the cost of purchased advertising, including payments to other firms for printing, media, and other services and materials used for advertising. Include the cost of telemarketing services.</p> <p>Lines 11 — On line 11a, report expensed computer related equipment or supplies. Include expensed hardware and pre-packaged software. On line 11b, report materials, parts and supplies purchased for resale and own use (e.g., office supplies, expensed equipment and parts).</p>							
	1. Annual payroll	800					
	2. Employer's contribution to employee benefits plans	1269					
	3. Contract labor	1287					
	4. Program and production costs (including program service cost, such as basic cable service and pay-per-view or premium TV service; in-house programs; and other program and production costs.)	825					
	5. Depreciation and amortization charges (include amortization of intangible assets)	805					
	6. Lease and rental payments						
	a. Land, buildings, structures, store space and offices	1293					
	b. Machinery, equipment, and other items, excluding computer software	1280					
	7. Purchased repair and maintenance services						
	a. Land, buildings, structures, store space and offices	1292					
	b. Machinery, equipment, and other items, excluding computer software	1281					
	8. Purchased communications	1282					
	9. Purchased utilities						
	a. Electricity	1283					
	b. Other utilities	1284					
	10. Purchased advertising	812					
	11. Purchased materials, parts, and supplies						
	a. Expensed computer related supplies	1285					
	b. Other purchased supplies	1286					

Item 4D PAYROLL AND OTHER OPERATING EXPENSES – Continued		An estimate is acceptable if a book figure is not available.		Key code	2002			
					Bil.	Mil.	Thou.	Dol.
<p>Report costs incurred during 2002, even though payments may have been made at a later date. Exclude sales or other taxes collected from customers and paid directly to a taxing authority.</p> <p>See the enclosed General Instruction sheet before completing this section.</p> <p>Enter "0" in items where applicable.</p> <p>Do not combine data for two or more detail lines.</p> <p>Line 12 — Report the cost of taxes and licenses including business license fees, real and personal property taxes (such as taxes on real estate, motor vehicles, machinery, equipment, and inventories), and special assessments. Include FCC license fees. Exclude income, sales, payroll, excise taxes, and other taxes collected from customers and paid to local, state, or Federal government agencies.</p> <p>Line 13 — Report purchased legal and accounting services. Exclude salaries, benefits, and income paid to your own employees.</p> <p>Line 14 — Report all purchased computer related services. Include the cost of custom coded software (expensed) including adaptation of off the shelf software; system support design and services including web design; data processing and other purchased computer services. Exclude purchased communication services such as Internet, connectivity, and online services.</p> <p>Lines 16 and 17 — See the enclosed General Instruction sheet to calculate Other Operating Expenses and Total Operating Expenses as they pertain to this survey.</p> <p>NOTE — If the amount reported on line 16 is greater than 20 percent of the total operating expenses reported in line 17, indicate the source of these expenses in the "Remarks" section on page 5 of this form.</p>		<p>12. Taxes and licenses fees (exclude income, sale, payroll, and excise taxes)</p>		1288				
		<p>13. Purchased legal and accounting services</p>		1289				
		<p>14. Purchased computer services</p>		1290				
		<p>15. Management consulting services</p>		1291				
		<p>16. Other operating expenses</p>		813				
		<p>17. TOTAL OPERATING EXPENSES →</p>		003				

Item 5 EXPORTED SERVICES		Key code	2002			
			Bil.	Mil.	Thou.	Dol.
<p>An estimate is acceptable if a book figure is not available.</p> <p>Note — An exported service is a service performed for a customer or client (individual, government, business establishment, etc.) located outside the United States (i.e., outside the 50 states, District of Columbia, U.S. Commonwealth Territories, or U.S. possessions). Include services performed for unaffiliated and affiliated foreign firms (i.e., foreign parent firms, subsidiaries, branches, etc.). Exclude services provided to domestic subsidiaries of foreign firms.</p> <p>Did the revenue reported in Item 4A include any amounts received for exported services? <input type="checkbox"/> 0009 <input type="checkbox"/> Yes <input type="checkbox"/> No</p>		004				

Item 6 NUMBER OF LOCATIONS		2002 Number
<p>Enter the total number of service locations covered by this report as of December 31, 2002. A location is defined as an establishment with paid company personnel.</p>		0012

Item 7 OWNERSHIP OR CONTROL		0014	0015	0017	0018	0019
<p>a. Does another firm own more than 50 percent of the voting stock or have the power to control the management and policies of this company?</p> <p><input type="checkbox"/> 0013 1 <input type="checkbox"/> Yes 2 <input type="checkbox"/> No</p>		<p>Name of owning or controlling company</p> <p>Number and street</p> <p>City, State, and ZIP Code</p> <p>EIN →</p>				
<p>b. Did this firm acquire or merge with another company during 2002?</p> <p><input type="checkbox"/> 0016 1 <input type="checkbox"/> Yes 2 <input type="checkbox"/> No</p>		<p>Name of company acquired or merged with</p> <p>Number and street</p> <p>City, State, and ZIP Code</p> <p>Date of merger or acquisition → Month Year EIN →</p>				

Item 8

REMARKS – Please use this space for any explanations that may be helpful in understanding your reported data. For any separate correspondence pertaining to this report, please include the IDENTIFICATION number shown in the address label area or at the top of the page.

0027

Public reporting burden for this collection of information is estimated to average _____ per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: Paperwork Project 0607-0422, Room 3110, FB 3, U.S. Census Bureau, Washington, DC 20233-1500. You may e-mail comments to Paperwork@census.gov; use "Paperwork Project 0607-0422" as the subject. PLEASE INCLUDE FORM NAME AND NUMBER IN ALL CORRESPONDENCE. Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget. This 8-digit number appears in the top right corner on the front of this form.

Item 9

CERTIFICATION – This report is substantially accurate and has been prepared in accordance with instructions.

0020 Name of person completing this report – Please print	0021 Address (Number and street, city, State, ZIP Code)	0022 Telephone Area code Number Extension		
Signature of authorized person		0023 Fax Area code Number Extension		
0024 Title	0025 Date	0026 E-mail address		

**Please return the completed form in the enclosed envelope.
If you prefer, you may fax the completed form to 1-800-447-4613.**

SERVICE ANNUAL SURVEY BROADCASTING AND TELECOMMUNICATIONS GENERAL INSTRUCTIONS

Your report should be completed and returned in the preaddressed envelope provided on or before the due date. **If the report does not appear to apply to your kind of business or activity, describe your business or activity in Item 1 and complete the remainder of the form as accurately as possible.**

If filing within the required time frame will cause an undue burden and you would like an extension, or if you have any questions, please write to the

**U.S. Census Bureau
1201 East 10th Street
Jeffersonville, IN 47132-0001**

or call our Census Bureau representative in Jeffersonville, Indiana at 1-800-772-7851, weekdays from 8:30 a.m. to 5:00 p.m., eastern time.

Always include your identification number, located in the address label, in any correspondence.

IF BOOK FIGURES ARE NOT AVAILABLE,
ESTIMATES ARE ACCEPTABLE.

Please read all instructions before making your entries.

Report data for the calendar year specified. If calendar year records are not available, we will accept fiscal year data. Please note, however, that we prefer estimates for the calendar year to book figures covering a different time period. Report all values in dollars (omit cents). Enter "0" in items where appropriate. Please do not combine data for two or more items.

For location(s) sold or acquired during the year specified, report only for the period that the location(s) were operated by this firm.

SPECIFIC INSTRUCTIONS

Other Operating Expenses

Other operating expenses include billing services, travel expenses, accounting and legal fees, dues and subscriptions, office supplies, data processing expenses, etc. Include the cost of computer software purchased under licensing agreements. **Exclude** income taxes, and local sales and excise taxes.

- **Total operating expenses** – Will not match to the company's income statement due to the cash and accrual methods requested for this survey. As a guide, compute total operating expenses as follows:

Total operating expenses (from income statement)
+Taxes – *If not included in operating expenses*
+[Annual payroll (cash basis) + Employer contributions
(cash basis)]
–[Annual payroll (accrual basis) + Employer contributions
(accrual basis)]

=TOTAL OPERATING EXPENSES

- **Other operating expenses** – If other operating expenses are unavailable, calculate them as follows –

TOTAL OPERATING EXPENSES FOR SURVEY

–(Lines 1 through 15 or 16 under the payroll and other operating expenses item on survey report form)

=OTHER OPERATING EXPENSES

SERVICE ANNUAL SURVEY

INFORMATION SECTOR

SPECIFIC INSTRUCTIONS – Continued

E-commerce Receipts/Revenue

(In the following instructions, online refers to any transaction completed over an Internet, extranet, EDI network, electronic mail or other online system.)

Include –

- Revenue from online orders for goods or services placed by a buyer.
- Revenue from online services provided where charges are based on the usage of those services (e.g., commissions or fees from use of computerized reservation systems, financial transaction processing systems, etc.)
- Commissions or fees from the trading of securities or the sale of other financial products online (e.g., insurance, loans, etc.).
- Commissions or fees from selling or from facilitating the sale of third party products (e.g., click-through including referral fees) through your company's Web site.
- Revenue from orders or contracts negotiated online with a buyer and seller on the price and terms for transferring ownership or the rights to use goods or services.
- Revenue from telephone transactions using interactive voice response systems.

Exclude – revenue from:

- Online billings where the order or contract was not negotiated online.
- Delivery of services online where the order or contract was not negotiated online.
- Provision of telecommunications and related infrastructure systems (e.g., data transfer, Web hosting, Internet access) where the order or contract for such services was not negotiated online.
- Orders for goods or services placed by facsimile machine or over switched telephone network.

Tax-Exempt Firms

Expenses

Report costs incurred during the survey year specified even though payments may have been made at a later date.

Include –

- Payroll and employee benefits.
- Interest and rent expenses.
- Supplies used for operating your business, cost of merchandise sold, and other expenses allocated to operations during the year.
- Contracted or purchased services.
- Fees paid to other organizations for fundraising.
- Depreciation expenses.
- Expenses of locations providing support services (e.g., repair services, administrative services, etc.) for your service establishments.

Exclude –

- Sales and other taxes collected directly from customers or clients and paid directly to a local, State, or Federal tax agency.
- Outlays for the purchase of real estate (land and building); for construction; for additions, major alterations, and improvements to existing facilities; and all other capital expenditures.
- Funds invested.
- Income taxes.
- Assessments (dues) paid to the parent or other chapters of the same organization.
- **For firms engaged in raising funds –** Funds which are transferred to charities or other organizations.